MANCHESTER SALES ARE GENERALLY GOOD

N Y Times-Feb 5/67

Sales of William Manchester's "The Death of a President" were reported yesterday to be generally good, although a few book dealers said the controversial best seller was moving slower than expected.

William Ashworth, director of sales for Harper & Row, the book's publisher, said some of the disappointment felt by booksellers resulted from a letdown after the book's enormous advance sale.

"Any book that started out with an advance sale of upward of 500,000 was the most extraordinary thing that ever happened in the book business," he said. "Now it's just selling like a best seller ought to sell and some dealers think of it as disappointing."

Evan Thomas, the executive vice president of Harper & Row, said he wrote to Mr. Manchester a day or two ago informing him that the sales of the book were "healthy" and that a few "lumpy spots" — areas where the book was in oversupply — were being corrected.

In Chicago, however, Stuart Brent, proprietor of the Stuart Brent Bookstore, asserted that "the book is dead and has been for weeks."

Comments on the sales from other dealers around the country ranged from "sensational" to "disappointing." More than 600,000 copies of the book were published in its first printing, released early last month.